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**CLAIMS:**

What is claimed is:

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1. A method of accepting reservation requests in a reservation system, comprising:

receiving a request for a customized service, wherein the request includes customized service parameters that are not predefined by the reservation system;

determining if the customized service may be provided based on the customized service parameters; and

accepting the request for the customized service if the customized service may be provided.

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2. The method of claim 1, wherein determining if the customized service may be provided includes comparing the customized service parameters to a set of rules associated with the reservation system.

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3. The method of claim 2, wherein the rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

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4. The method of claim 3, wherein if the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

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5. The method of claim 3, wherein determining if the customized service may be provided further includes:

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determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and

determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

6. The method of claim 5, wherein determining if the customized service may be provided further includes:

requesting the customized service from a service provider;

receiving a response from the service provider; and

determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

7. The method of claim 1, further comprising:

providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

8. The method of claim 7, wherein the software interface is one of an applet and a script.

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9. The method of claim 1, further comprising:

making a reservation based on the request for the customized service; and

scheduling the customized service.

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10. The method of claim 9, wherein scheduling the customized service includes scheduling the customized

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service with one or more service provider reservation systems.

11. A computer program product in a computer readable  
5 medium for accepting reservation requests in a reservation system, comprising:

first instructions for receiving a request for a customized service, wherein the request includes customized service parameters that are not predefined by the

10 reservation system;

second instructions for determining if the customized service may be provided based on the customized service parameters; and

15 third instructions for accepting the request for the customized service if the customized service may be provided.

12. The computer program product of claim 11, wherein the  
20 second instructions for determining if the customized service may be provided include instructions for comparing the customized service parameters to a set of rules associated with the reservation system.

13. The computer program product of claim 12, wherein the  
25 rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

14. The computer program product of claim 13, wherein if  
30 the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

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15. The computer program product of claim 13, wherein the second instructions for determining if the customized service may be provided further include:

5 instructions for determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and

10 instructions for determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

16. The computer program product of claim 15, wherein the second instructions for determining if the customized service may be provided further include:

instructions for requesting the customized service from a service provider;

20 instructions for receiving a response from the service provider; and

instructions for determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

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17. The computer program product of claim 11, further comprising:

30 fourth instructions for providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

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18. The computer program product of claim 17, wherein the software interface is one of an applet and a script.

19. The computer program product of claim 11, further  
5 comprising:

fourth instructions for making a reservation based on the request for the customized service; and

fifth instructions for scheduling the customized service.

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20. The computer program product of claim 19, wherein the fifth instructions for scheduling the customized service include instructions for scheduling the customized service with one or more service provider reservation systems.

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21. An apparatus for accepting reservation requests in a reservation system, comprising:

means for receiving a request for a customized service, wherein the request includes customized service parameters

20 that are not predefined by the reservation system;

means for determining if the customized service may be provided based on the customized service parameters; and

means for accepting the request for the customized service if the customized service may be provided.

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22. The apparatus of claim 21, wherein the means for determining if the customized service may be provided includes means for comparing the customized service parameters to a set of rules associated with the reservation  
30 system.

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23. The apparatus of claim 22, wherein the rules include rules that are applicable to standard users and rules that define fuzzy areas in which the rules applied to standard users may be relaxed for privileged users.

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24. The apparatus of claim 23, wherein if the customized service parameters fall within the rules that are applicable to standard users, the customized service is determined to be able to be provided.

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25. The apparatus of claim 23, wherein the means for determining if the customized service may be provided further includes:

15 means for determining whether a submitter of the request is a privileged user if the customized service parameters fall within the rules that define the fuzzy areas; and

20 means for determining that the customized service is able to be provided if the customized service parameters fall within the rules that define the fuzzy areas and the submitter is a privileged user.

26. The apparatus of claim 25, wherein the means for determining if the customized service may be provided further includes:

means for requesting the customized service from a service provider;

means for receiving a response from the service provider; and

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means for determining that the customized service may be provided if the response from the service provider indicates that the service provider can provide the customized service.

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27. The apparatus of claim 21, further comprising:

means for providing a software interface to a client computer, wherein the software interface may be used to submit the request for the customized service.

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28. The apparatus of claim 27, wherein the software interface is one of an applet and a script.

29. The apparatus of claim 21, further comprising:

15 means for making a reservation based on the request for the customized service; and

means for scheduling the customized service.

30. The apparatus of claim 29, wherein the means for  
20 scheduling the customized service includes means for scheduling the customized service with one or more service provider reservation systems.

31. A reservation system, comprising:

25 a reservation server; and

at least one client device coupled to the reservation server, wherein the client device submits a request for a customized service to the reservation server, the request including one or more customized service parameters that are  
30 not predefined by the reservation server, and wherein the reservation server determines if the customized service may be provided based on the one or more customized service

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parameters and accepts the request for the customized service if the customized service may be provided.

32. The system of claim 31, wherein the at least one client  
5 device is coupled to the reservation server via at least one of a data network, a telecommunications network, a cellular network, a satellite communication network, an infrared communication network, a Bluetooth network, and a Wireless Application Protocol network.

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33. The system of claim 31, wherein the reservation server transmits a software interface to the at least one client device, and wherein the at least one client device uses the software interface to submit the request.

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34. The system of claim 33, wherein the software interface is one of an applet and a script.

35. The method of claim 1, wherein determining if the  
20 customized service may be provided based on the customized service parameters includes initiating a communication session between a first party associated with the reservation system and a second party associated with a service provider.

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36. The method of claim 35, wherein the communication session includes at least one of instant messaging, electronic mail messaging, data network telephony, and conventional telephone communication.

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37. The method of claim 35, wherein the communication session includes a negotiation between the first party and the second party.

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38. The apparatus of claim 21, wherein the means for determining if the customized service may be provided based on the customized service parameters includes means for initiating a communication session between a first party  
10 associated with the reservation system and a second party associated with a service provider.

39. The apparatus of claim 38, wherein the communication session includes at least one of instant messaging,  
15 electronic mail messaging, data network telephony, and conventional telephone communication.

40. The apparatus of claim 38, wherein the communication session includes a negotiation between the first party and  
20 the second party.

41. The computer program product of claim 11, wherein the second instructions for determining if the customized service may be provided based on the customized service  
25 parameters include instructions for initiating a communication session between a first party associated with the reservation system and a second party associated with a service provider.

30 42. The computer program product of claim of claim 41, wherein the communication session includes at least one of

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instant messaging, electronic mail messaging, data network telephony, and conventional telephone communication.

43. The computer program product of claim 41, wherein the  
5 communication session includes a negotiation between the first party and the second party.

44. A method of accepting reservation requests in a reservation system, comprising:

10 receiving a request for a customized service as a result of a user interaction with a web page displayed on a user device, wherein the request includes customized service parameters that are not predefined by the reservation system;

15 responsive to detecting a customized service request, initiating a real-time communication session between a user associated with the user device and a representative associated with a service provider, wherein one endpoint of the communication session is the user device; and

20 accepting the request for the customized service if the customized service may be provided by the service provider.

45. The method of claim 44, wherein a fee and arrangements for the customized service are negotiated.

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